

# CLAIMS

We claim:

- 5 *Sub a9* 1. A method for designing a coordinated content management and delivery system comprising the acts of:
  - determining key considerations related to the client environment;
  - providing key processes for use in developing a solution to a system design problem; and
  - applying these key considerations and processes to the system design problem
- 10 with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem can be produced.
- 15 2. The method of claim 1 wherein the solution to the system design problem includes facilities whereby coherent sales, training, electronic learning or marketing campaigns may be efficiently generated to web-based and other clients.
- 20 3. The method of claim 2 wherein the solution to the system design problem includes facilities whereby transaction processing and execution can be monitored and captured for adding data to a target customer's profile.
- 25 *Sub B7 Cont'd* 4. The method of claim 1 wherein the framework is a formalized framework for supporting assessment of needs, and planning and implementing of content management solutions.
- Sub a10* 5. The method of claim 4 wherein the formalized framework can be used to guide discussions about desired capabilities of the desired content management and delivery system.

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6. The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management can be developed and a set of process considerations required for this definition of content management can be provided.

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7. The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported can be made.

a<sup>10</sup> end.

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8. The method of claim 7 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution can be achieved including an assessment of available products and services.

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9. A system for use in designing a coordinated content management and delivery system comprising:

- a first logic mechanism for determining key considerations related to a client environment;
- a second logic mechanism for determining key processes for use in developing a solution to a system design problem; and
- applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem can be produced.

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10. The system of claim 9 wherein the solution to the system design problem includes computer based facilities whereby coherent sales, training, electronic learning or marketing campaigns may be efficiently generated to web-based and other clients.

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11. The method of claim 10 wherein the solution to the system design problem includes computer based facilities whereby transaction processing and execution can be monitored and captured for adding data to a target customer's profile.

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12. The system of claim 9 wherein the framework is a formalized framework for supporting assessment of needs, and planning and implementing of content management solutions.

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13. The system of claim 12 wherein the formalized framework can be used to guide discussions about desired capabilities of the desired content management and delivery system.

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14. The system of claim 13 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management can be developed and a set of process considerations required for this definition of content management can be provided.

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15. The system of claim 13 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported can be made.

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16. The system of claim 15 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution can be achieved including an assessment of available hardware and software products and services.